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# Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

Letter No. 2422

Aug. 4, 1989

NEW APPOINTMENTS -- Secretary of Agriculture Clayton Yeutter has announced more appointments to his staff. They include Ann M. Veneman as deputy undersecretary of agriculture for international affairs and commodity programs; Gary K. Madson as deputy assistant secretary for congressional affairs; Paul E. Kindinger as director of public affairs; and John A. Stevenson as associate administrator of USDA's Agricultural Stabilization and Conservation Service.

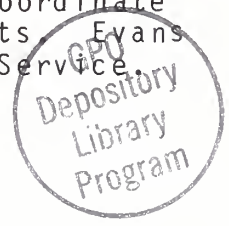
Veneman has served as associate administrator of USDA's Foreign Agricultural Service since 1987. Before joining FAS in 1986, Veneman was a partner in the law firm of Damrell, Damrell and Nelson in Modesto, Calif. She was raised on a peach farm in California. She received her bachelor's degree from the University of California, Davis; her master's from the University of California Berkeley and her J.D. from the University of California, Hastings College of the Law.

Madson has served on the staffs of four midwestern members of the House and as deputy administrator of USDA's Rural Development Service from 1973 through 1976. He was raised on a dairy farm in Spring Valley, Wis. He received his degree in agriculture and journalism from the University of Wisconsin at River Falls.

Kindinger has been director of the Michigan Department of Agriculture since 1983. He was raised on a dairy, hog and cash crop farm in Reading, Mich. His bachelor's and master's degrees, both in agricultural economics, are from Michigan State University, East Lansing. He also holds a doctorate in agricultural economics from Cornell University, Ithaca, N.Y.

Stevenson has served as Ohio ASCS executive director since July 1985. He has been farming since 1958 and has an 800-acre operation in partnership with his daughter near Circleville, just south of Columbus, in Pickaway County, Ohio. He received a bachelor of science degree from the Ohio State University.

GLOBAL CLIMATE APPOINTMENT -- Assistant Secretary of Agriculture Charles E. Hess has appointed Gary R. Evans as his special assistant for global change issues. In this position, Evans will coordinate USDA-wide efforts to protect the nation's crops and forests. Evans was deputy administrator of USDA's Agricultural Research Service. Contact: Gary R. Evans on (202) 447-5035.





USDA'S DIRECTOR OF MEDIA LIAISON  
for Radio & TV Marci Hilt  
recently received the "Award of  
Excellence in Media Relations"  
from the Agricultural Communicators  
in Education at the organization's  
international meeting in Portland,  
Ore. This was the first time ACE  
has given this award in media  
relations. Hilt (left) and ACE  
President Bonnie Reichert of the  
University of Tennessee, Knoxville,  
hold the award. (Photo by  
William Carnahan.)

NEW FORESTRY HANDBOOK -- USDA's Forest Service has a new handbook to  
help the nearly 8 million private forest landowners in the U.S. provide  
accurate tax information. The handbook, "Forest Owners' Guide to Timber  
Investments, the Federal Income Tax and Tax Recordkeeping," also  
encourages good forest management. For a copy, call Chris Holmes (703)  
235-1537 or Robert Conrad (202) 447-8668. Ask for Ag Handbook No. 681.

MORE SLIDES -- We've got still more slides of top USDA officials.  
This week we're offering color slides of Assistant Secretary of  
Agriculture for Science & Education Charles E. Hess; Assistant Secretary  
of Agriculture for Congressional Affairs Franklin E. (Gene) Bailey;  
Assistant Secretary of Agriculture for Marketing & Inspection Service  
Jo Ann Smith; and Deputy Undersecretary of Agriculture for International  
Affairs & Commodity Programs John B. Campbell. For any or all, call:  
Marci Hilt (202) 447-6445.

PUERTO RICO COULD BE A CHOCOLATE GOLDMINE -- Farmers in Puerto Rico  
could grow cocoa -- the raw ingredient of chocolate -- by using growing  
techniques USDA scientists have developed after eight years of research.  
The cocoa could become an alternative crop to the sugarcane Puerto  
Rican farmers once grew on their steep, marginal soils. Sugarcane,  
long an island mainstay, has become less profitable because of low  
yields, increased production costs and reduced market prices. In 1988,  
the U.S. imported more than \$800 million worth of cocoa beans, powder  
and cocoa butter. Contact: Heber Irizarry, Francisco Vazquez or Edmundo  
Rivera (809) 831-3435.

EFFORTS TO SAVE CURLY HORSES -- A wild horse that has been around for more than 4,000 years, may now be in danger of being lost. The earliest reference to Curly or Bashkir horses in North America occurs in Sioux and Crow Indian history. They were discovered in Nevada in the early 1900's, and are still found in the wild in Nevada, California, Wyoming and Canada. The Curly has a long, curly hair coat. Unlike other breeds, it sheds its mane and tail hair in the spring and grows it back by winter. Genetic research indicates the North American Curly might be lost through breeding with other horses. Contact: Linda Strickland (812) 623-3399.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1678 -- Small towns and counties are now being caught in a crossfire of citizen lawsuits which are bringing some jurisdictions to the brink of bankruptcy. Gary Crawford reports on the problem and what's being done to help solve it. (Weekly 13-1/2 min. documentary)

CONSUMER TIME #1160 -- Higher vegetable prices; one dog at a time; pet peeves about supermarkets; greenhouse warming; talk'n trash. (Weekly reel of news features)

AGRITAPE #1667 -- USDA News Highlights; U.S. catfish go Dutch; new Florida orange could cut imports; legal issues and direct marketing; controlling peach tree pests. (Weekly reel of 2-1/2 - 3 min. features)

USDA RADIO NEWSLINE -- Wed., Aug. 9, outlook for developing countries; Thurs., Aug. 10, U.S. crop production, USSR grain outlook, world ag. supply & demand; Fri., Aug. 11, world ag/grain situation, world oilseed outlook, world cotton outlook; Mon., Aug. 14, farm labor situation; Tues., Aug. 15, crop/weather update, milk production; Thurs., Aug. 17, cattle on feed, livestock/poultry outlook; Fri., Aug. 18, mushroom production, U.S. ag outlook.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (Aug. 3, 4 & 5) Secretary of Agriculture Clayton Yeutter speaks to USDA's Rural Electrification Administration; USDA Undersecretary Richard Crowder testifies on the Export Enhancement Program before a House subcommittee; Martin "Buzz" Fitzpatrick, administrator of USDA's Office of Transportation, on a labeling proposal for anhydrous ammonia; USDA Economist Jim Schaub on the soybean outlook; Soil Conservation Service's Mack Gray on conservation compliance.

NEXT WEEK: Debbie Janifer reports on chromium research.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EDT, Transponder 12D  
SATURDAY . . . . . 10:30-11:15 a.m., EDT, Transponder 10D  
MONDAY . . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)



OFF MIKE

WHAT ... the dryness didn't take, the grasshoppers did, says Paul Weyrens (KBRF, Fergus Falls, Minn.). No second cutting of alfalfa is expected and the region will be short of hay. Farmers harvested oat and wheat ahead of schedule. They got about the same yields as last year's drought reduced levels -- 45 bushels for wheat, down from a normal 70 bushels. Weyrens says they expect grasshoppers again next year. COTTON ... producers need a hard-freeze winter, according to Jim Yeary (KVRP, Haskell, Texas). Last two winters have been mild, which allowed boll weevils to survive, and summer's hot dry weather has helped a second generation to develop this year. Wheat harvest has been completed, down 35 percent due to dryness and spring hailstorms. Yeary says the future isn't smiling too good right now for producers in his area.

***Farm Broadcasters Letter***



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SPIRITS ... have picked up -- and it's reflected in county fair participation, says Cyndi Young (WJIL, Jacksonville, Ill.). Hancock County Fair near the Illinois-Iowa-Missouri borders had rain every day, but the largest attendance ever. Good, but spotty, rains in the station's area have crops looking 100 percent better than in early July, but, how the crops look can depend upon which end of the field you're looking from. Cindy says wheat harvest is the best this decade, and corn crop looks terrific.

MOVE ... has been completed by Tom Gibson, 17 years at WIAI, Danville, Ill., to a manufacturing firm in St. Genevieve, Mo. Gary Kinnett is producing farm broadcasts at the station.

VARIETY ... of subjects contained in our weekly cassette service was noted on-air in an editorial statement by Homer Quam (WSVA, Harrisonburg, Va.). We appreciate the nice comments and feedback.

VIC POWELL  
Chief, Radio & Television Division